核定機關:行政院主計總處

核定文號:主普管字第1040401095號

有效期間:105年1月1日至107年12月31日

Case Number								
Residence Month Date				Seri	al Nur	nber		

2016 Annual Survey of Visitors Expenditure and Trends in Taiwan

Dear Sir or Madam,

In order to improve the quality of our tourism facilities and services, Taiwan's Tourism Bureau is conducting this survey to obtain a comprehensive understanding of your consumption behavior during your stay in Taiwan. To help us better understand your needs, the Tourism Bureau would appreciate your time in filling out this survey.

						Tourisi	m Bureau
	Ţ	訪視開	始時間	:	月		時分
A. General Information							
A1. When did you arrive in Taiwan on this trip?	Date:		/	/			
		yy	m	m	dd		
A2. How many times have you been to Taiwan	in the pa	ast three	e years (includin	g this t	ime)? _	
A3. How many days did you spend planning for	this tri	p before	you lef	t for Tai	wan?_		days
B. Plan for Your Trip							
B1.1. Have you ever obtained pre-travel informati	on abou	ıt Taiwa	n from o	fficial go	overnm	ent tour	ism
-			e go to 2	_			e go to B2.1)
			_		• • •	.	
B1.2. How would you rate the source of informati			-		o visit	Taiwan'	<u>'</u>
(5=very strong, 4=strong, 3=moderate, 2	_		•		1	3.7	C
(1)	5	4	3	2	1	No	ever Seen
(1) Newspapers, magazines, books							
(2)Underground(subway), advertisement							
boxes, advertisement on buses							
(3)TV, radio							
(4)International travel exhibitions							
(5)Outdoor advertisements or billboards							
(6)Tourism leaflets of travel agencies							
(7)Word-of-mouth recommendations from							
friends or relatives							
(8)Internet							
(8.1)Reference websites:							
(1)Public web portals (ex.: yahoo, g	google, l	baidu, si	ina, etc.))			
(2)Social networking service (ex: fa	cebook	, twitter	, weibo.	etc.)			
☐(3)Official websites of tourism-rela					Fourisi	m Burea	ıu.
travel agencies, hotels, amusemen	_		. (
\square (4)Forums of blogs or bbs.	or position	, ••••					
(5)Others_							

B2.1. Where do you plan to get travel information after your arrival in Taiwan? (Check all that apply)
(1) Airport Arrival Hall (2) Ground Transportation Center (3) Travel Agency
\square (8)Website \square (9) APP \square (10)Others
B2.2. What kind of tourism information do you hope to get after arriving in Taiwan? (Check all that apply)
\square (1)Service items and travel programs of travel agencies
(2)Transportation information (railway, MRT, car rentals) (3)Travel or road maps
(4)Restaurant information (5)Accommodation information (6)Theme traveling suggestion
\square (7)Scenic spots introduction \square (8)Festivals introduction \square (9)Others
B3. What are the purposes of taking this trip to Taiwan?
(Indicate by marking "A" for the main purpose and "B" for the secondary purpose.)
(1) Sightseeing (2) Business (3) International Conference or Exhibition
(4) Visiting friends or relatives (5) Studies (6) Medical Treatment
[7]Others (Please specify)
(If your answer is "(1)", please go to B4. Otherwise, please go to section C.)
B4. What attracted you to come to Taiwan for sightseeing this time? (Check all that apply)
\square (1)Scenery \square (2)Shopping \square (3)Gourmet food or delicious snacks \square (4)Fruits \square (5)Flowers
(6)Geographical convenience (7)Weather (8)Historical relics (9)Nightlife
(10)Festival activities
☐(11)Recreational facilities(e.g. amusement parks, golf courses, resort villages) ☐(12)Health care ☐(13)Taiwan's customs and culture ☐(14)Friendliness of the people ☐(15)Safe social environment
C. Expenditure Behavior
C1. How did you arrange this trip to Taiwan?
\square (1) Group tour arranged through a travel agency. (Joined a tour group)
(2) Individual tour arranged through a travel agency. (Examples: exchange program, school
holiday trip, incentive travel, family and friends tour group, etc.)
(3) Individual tour arranged through a travel agency only for booking accommodations (and
tickets.)
(4) Without any arrangements through travel agencies for booking accommodations and
tickets; jointed the activities arranged by a Taiwan travel agency after arrival.
(5) No arrangements by a Taiwan travel agency after arrival.
(If your answer is "(1)", please go to C2. If your answer is "(2) or (5)", please go to C4.
If your answer is "(3) or (4)", please go to C3.)

C2.1. How would you rate your tour guides?	level of s	satisfaction	n with the	e services pro	ovided by the	e local travel	agency and
tour guides :	very	satisfied	neutral	dissatisfied	very	not	the reasons of
	satisfied 5	4	3	2	dissatisfied	• •	dissatisfaction
(1) Itinerary		4	<i>3</i> □		1	0	
(2) Accommodations							
(3) Transportation (including driver services)							
(4) Meals							
(5) Professionalism of the							
tour guides							
(6) The tour guides' ability to handle emergencies							
(7) The tour guides' integral							
service performances							
(8) Overall impression		Ш	Ш	Ш	Ш	-	
C2.2. What are your commer	nts on sh	opping a	rranged	by the loca	al travel ag	ency?	
A. Number of shopping	g trips:_		tim	es			
B. Commodity prices:	\square (1)V	ery low-p	orice	\square (2)Low-	price [](3)Good- ₁	price
	\Box (4)Hi	igh-price		\square (5)Very	high-price		
C3. After arrival, have you ever	made tra	avel arran	gements	through loc	al travel age	ncies?	
(Please check all that appl	y)						
\square (1)none \square (2)half-day	tour	(3) one-da	ay tour	\Box (4) two-o	day tour [(5) over the	ree-day tour
C4. Did you pay any prepaid tr	avel expe	enses for p	ersonal	itinerary bef	Fore arrival?	(prepaid by	yourself,
your relatives, your compar	-	-		•			•
C5. How much did you prepay							
co. 110 w much ara you propay				/ship fare:)excluded)
C6. Which of the following exp	enses di	d vou prei		_			, , , , , , , , , , , , , , , , , , ,
0 1		als outsid	. •		(3)Local t		
(4)Entertainment	□(5)Mi	scellaneo	ous expe	enses		_	
C7. How much money in total of	did vou s	nend in T	aiwan oi	n this trin? (1	Please exclu	ıde C5.prer	navments)
	=	_		_	r rease exerc	ide eeiprep	ouy memes)
C8. Please itemize these expens					~~		
•				-	_	noi	raon(a)
1. Hotel bills:							
2. Meals excluding hotel							
3. Local transportation:						pe	
4. Entertainment:							
5. Miscellaneous expense							
6. Shopping:							rson(s)
(1) Clothes or accessor							
(2) Jewelry or jade:							
(3) Souvenirs or handi							
(4) Cosmetics or perfu							
(5) Local special produc							
(6) Tobacco or alcohol:						%	

(7) Chinese herbal	%					
	(8) 3C or electric appliances:					
(9) Tea:						%
(10) Others (please	specify):					_%
C9. Did you claim a tax ref	-	•				
\square (1)Yes. (Please go t	o C10.)	\square (2)No. Wh	y not?		(Please go t	to section D.)
C10. Were the refund proce	dures easy t	o follow and	convenient?			
\square (1)Yes. \square (2)1	No. Why no	ot?				
D. Tourist Behavior						
1. Please check all activit	ies that you	have particip	ated in durin	g your stay	in Taiwan.	
(1)Eco tour:	(Hi	nt)	(2)Sports	or sporting	competitions	s:(Hir
(3)Hot spring soaking:_	((Hint)	(4)Taking	wedding o	r salon shots:	(Hint
(5)Exhibitions:	(Hir	nt)	(6)Cultura	l events:		_(Hint)
(7)Festival activities:	(H	Hint)	□(8)Sho	pping	(9)Night	t market
(10)Historical relics sigl	ntseeing	\square (11)\$	SPA, sauna	\Box (12	2)Massage or	acupressure
(13)Skin care treatment	_				_	_
(16)Lake tour □(17)T						
O2.2. Your favorite touristO2.3. Your least favorite to						
D3. Please rate your level	of satisfac	tion with tr	ne means of	satisfaction	-	raiwan.
	no experience	very				
_	0	satisfied	satisfied			very
			satisfied	neutral	dissatisfied	dissatisfied
(1) High Cross Doil		5	satisfied 4			•
				neutral	dissatisfied	dissatisfied
(1) High Speed Rail (2) Train				neutral	dissatisfied	dissatisfied
(2) Train				neutral	dissatisfied	dissatisfied
(2) Train				neutral	dissatisfied	dissatisfied
(2) Train				neutral	dissatisfied	dissatisfied
(2) Train				neutral	dissatisfied	dissatisfied
(2) Train				neutral	dissatisfied	dissatisfied
(2) Train				neutral	dissatisfied	dissatisfied
(2) Train				neutral	dissatisfied	dissatisfied
(2) Train				neutral	dissatisfied	dissatisfied

D4. Where did you stay during this visit to Taiwan' your general impressions, using a scale of 1-meaning very dissatisfied.)	•				• /	-	
(1)Hotels The main hotel is	How do you rate it?						
(2)Guest houses (or B&B)							
\square (3)Youth hostels \square (4)Motels \square (5)T							
\square (7)Rental apartments \square (8)Temples, se						(*)_ *********	
•		cs, or c	murche	.5			
(9)Others(please specify)							
D5. Will you visit Taiwan again? 1. Yes. The main reason is: (1)Sightseeing (2)Business (4)Visiting friends or relatives (7)Others(please specify) 2. No. Why not?	□(5)\$	Studies](6)Med	lical Tre	r Exhibition eatment	
D6. Will you recommend friends or relatives to visi	it Taiwa	ın?	□(1) Y	es.	□(2)N	0.	
D7. How do you rate your satisfaction with the expessale of 1-5, with "5" meaning excellent an	eriences	you ha	d during	g your s			
	Excelle	_	<i>)</i> 1		Poor	No experience	
1. Convenience	5	4	3	2	1	0	
(1)Efficiency of applying for a visa							
(2)International transportation to Taiwan (Ease of obtaining tickets, flight times, etc.)							
(3)Communication facilities							
(Int'l public telephone, the Internet)							
(3a) iTaiwan Free WiFi							
(4)Access to tourism information							
(5)Local transportation							
(6)Immigration procedures							
(7)Customs procedures							
2. Environment internationalization							
(1)Clearness of road signs and public facility signs							
(2)Access to services in English							
(3)Friendliness of Taiwan people							
3. Safety							
(1)Safety of recreational facilities							
(2)Safety of social environments							
(3)Safety of accommodation facilities							
(4)Good public environmental hygiene							
(5)Good food hygiene							
4. Please rate your overall satisfaction with this	Ш				Ш		
trin to Toiwan		П		П			

D8.1. Please indicate your fa past 3 years? (Please c)	vorite foreign country/area heck one only and exclud	•	
(1)Mainland China	☐(2)Hong Kong/Mac	ao (3) Indonesia	a [(4)Japan
□(5)Korea	☐(6)Malaysia	☐(7)Philippin	es [(8)Singapore
☐(9)Thailand	\square (10)None of above ((Please go to D9.)	
D8.2. Why is the	(Please fill in with the	above mentioned countr	ry/area) your favorite?
	(From the list of 1	-17, please check the re	easons that apply.)
According to your exp	erience during this visit, Ta	aiwan is superior to	
(Please fill in with the	above mentioned country/a	area) in(Ple	ease check all that apply)
(1)Scenery (2)Shopp	oing (3)Gourmet food or	delicious snacks (4)Fru	its (5)Flowers
(6)Geographical conver	nience (7)Weather (8)Hist	orical relics (9)Night l	life (10)Festival activities
(11)Recreational faci	lities (e.g. amusement p	arks, golf course, resor	rt villages)
(12)Health care (13	3)Customs and culture	(14)Friendliness of th	e people
(15)Safe social environ	ment (16)Democracy		
(17)Others: other coun	try/area	Taiwan	
D9. Which part of Taiwan ha	as given you the deepest im	pression? (Please che	ck all that apply)
(1)Gourmet food	(2)Coastal view □(3)Ho	t springs (4)Historic	cal relics
	tseeing \square (6)Cycling fu		
	0)Aboriginal culture	-	
(12)Local friendliness	and hospitality \(\sum (13)	24 hour book stores	
☐(14)Convenience store	es [(15)Fruits		
[16]Festival activities			
(17)Tourist spots			
	on experience (hotels or g		
□(19)Others(please spec	cify)		
E. Personal Information	n		
E1. Nationality:			
E2. The country of your re	esidence:		
E3. Age: (1)12-19 (6)60-65	☐(2)20-29 ☐(3)30 ☐(7)66 and over	D-39 \(\bigcup (4)40-49	☐(5)50-59
E4. Annual income: (conv	erted to USD)		
□(1)Under 9,999	\square (2)10,000-14,999	\square (3)15,000-29,999	\[(4)30,000-39,999
\Box (5)40,000-69,999	(6)70,000-99,999	(7)Over 100,000	(8)No fixed income

(1)Primary, junior, senior high schools or vocational high school (2)College or university (3)Graduate school (master or doctor) (4)Others E6. Occupation: (1)Legislators, Senior Officials and Managers (2)Professionals (3)Technicians and Associate Professionals (4)Clerical Support Workers (5)Service and Sales Workers (6)Skilled Agricultural, Forestry and Fishery Workers (7)Craft and Related Trades Workers (8)Plant and Machine Operators, and Assemblers (9)Elementary Laborers (10)Housewife/Househusband (11)Student (12)Retired (13)Others E7. Gender: (1)Male (2)Female Other suggestions: What part of the trip did you find most satisfying and least satisfying in this trip? The most satisfying: The least satisfying:	E5. Education:						
E6. Occupation:	\square (1)Primary, junior, senior high sch	ools or v	ocational high s	school			
(1)Legislators, Senior Officials and Managers (2)Professionals (3)Technicians and Associate Professionals (4)Clerical Support Workers (5)Service and Sales Workers (6)Skilled Agricultural, Forestry and Fishery Workers (7)Craft and Related Trades Workers (8)Plant and Machine Operators, and Assemblers (9)Elementary Laborers (10)Housewife/Househusband (11)Student (12)Retired (13)Others E7. Gender: (1)Male (2)Female	\square (2)College or university \square (3)Gr	aduate so	chool (master or	doctor)	\Box (4)Othe	rs	
(2)Professionals	E6. Occupation:						
(4)Clerical Support Workers (5)Service and Sales Workers (6)Skilled Agricultural, Forestry and Fishery Workers (7)Craft and Related Trades Workers (8)Plant and Machine Operators, and Assemblers (9)Elementary Laborers (10)Housewife/Househusband (11)Student (12)Retired (13)Others E7. Gender: (1)Male (2)Female (2)Female Other suggestions: What part of the trip did you find most satisfying and least satisfying in this trip? The most satisfying: The least satisfying:	(1)Legislators, Senior Officials and	d Manag	ers				
(6)Skilled Agricultural, Forestry and Fishery Workers (7)Craft and Related Trades Workers (8)Plant and Machine Operators, and Assemblers (9)Elementary Laborers (10)Housewife/Househusband (11)Student (12)Retired (13)Others	\square (2)Professionals \square (3)Tech	nicians a	nd Associate Pr	ofessiona	ls		
(7)Craft and Related Trades Workers (8)Plant and Machine Operators, and Assemblers (9)Elementary Laborers (10)Housewife/Househusband (11)Student (12)Retired (13)Others E7. Gender: (1)Male (2)Female	(4)Clerical Support Workers	\square (5)S	ervice and Sales	s Workers			
(8)Plant and Machine Operators, and Assemblers (9)Elementary Laborers (10)Housewife/Househusband (11)Student (12)Retired (13)Others (13)Others (13)Others (14) Male (14) Female (15) Female	(6)Skilled Agricultural, Forestry a	nd Fisher	ry Workers				
Company	(7)Craft and Related Trades Worker	ers					
E7. Gender: □(1)Male □(2)Female Other suggestions: What part of the trip did you find most satisfying and least satisfying in this trip? The most satisfying: Other opinions: Cother opinions: F. 訪視紀錄表 F1.訪視結束時間: □ 時 分 F2.訪視日期: □ 年 月 □ 日 F3.受訪者合作情形: 很強 很弱 1.受訪者合作態度 □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □	(8)Plant and Machine Operators, and	nd Asser	nblers \Box (9)Elementa	ary Laborer	S	
Other suggestions: What part of the trip did you find most satisfying and least satisfying in this trip? The most satisfying: Other opinions: ~~~~~ Thank You for Your Cooperation ~~~~~ Have a Nice Trip Home F. 訪視紀錄表 F1. 訪視結束時間: 時 分 F2.訪視日期: 年 月 日 F3.受訪者合作情形:	(10)Housewife/Househusband](11)Stud	lent □(12)Re	tired	(13)Others		
What part of the trip did you find most satisfying and least satisfying in this trip? The most satisfying: Other opinions: Comparation	E7. Gender: (1)Male (2)Female						
The most satisfying: Other opinions: Comparation	Other suggestions:						
The least satisfying: Other opinions: **Comparison	What part of the trip did you find most satisfy	ying and l	east satisfying in	this trip?			
Other opinions: ~~~~~ Have a Nice Trip Home F. 訪視紀錄表 F1.訪視結束時間: 時 分 F2.訪視日期: 年 月 日 F3.受訪者合作情形: 很強 復訪者合作態度 日 1.受訪者合作態度 □ <td c<="" td=""><td>The most satisfying:</td><td></td><td></td><td></td><td></td><td></td></td>	<td>The most satisfying:</td> <td></td> <td></td> <td></td> <td></td> <td></td>	The most satisfying:					
Other opinions: ~~~~~ Have a Nice Trip Home F. 訪視紀錄表 F1.訪視結束時間: 時 分 F2.訪視日期: 年 月 日 F3.受訪者合作情形: 很強 復訪者合作態度 日 1.受訪者合作態度 □ <td c<="" td=""><td></td><td></td><td></td><td></td><td></td><td></td></td>	<td></td> <td></td> <td></td> <td></td> <td></td> <td></td>						
Other opinions: ~~~~~ Have a Nice Trip Home F. 訪視紀錄表 F1.訪視結束時間: 時 分 F2.訪視日期: 年 月 日 F3.受訪者合作情形: 很強 復訪者合作態度 日 1.受訪者合作態度 □ <td c<="" td=""><td>The least satisfying:</td><td></td><td></td><td></td><td></td><td></td></td>	<td>The least satisfying:</td> <td></td> <td></td> <td></td> <td></td> <td></td>	The least satisfying:					
F. 訪視紀錄表 F2.訪視日期:							
F. 訪視紀錄表 F2.訪視日期:	Other enimiene						
F. 訪視紀錄表 F1.訪視結束時間:	Other opinions:						
F1.訪視結束時間: 時 分 F2.訪視日期: 年 月 日 F3.受訪者合作情形: 很強 很弱 1.受訪者合作態度	~~~~~ Thank You for Your Co	operati	on ~~~~~	Have a	a Nice Trij	Home!	
F3.受訪者合作情形: 很強 很弱 5 4 3 2 1 1.受訪者合作態度	F. 訪視紀錄表						
5 4 3 2 1 1.受訪者合作態度 □ □ □ □ 2.受訪者對問題了解程度 □ □ □ □ 3.受訪者對問題回答用心程度 □ □ □ □ 4.受訪者因為有人在場影響程度 □ □ □ □	F1.訪視結束時間:	>	F2.訪視日期:	年_	月	日	
1.受訪者合作態度	F3.受訪者合作情形:	很強				很弱	
2.受訪者對問題了解程度 □ □ □ 3.受訪者對問題回答用心程度 □ □ □ 4.受訪者因為有人在場影響程度 □ □ □		5	4	3	2	1	
3.受訪者對問題回答用心程度 □ □ □ □ 4.受訪者因為有人在場影響程度 □ □ □ □	1.受訪者合作態度						
4.受訪者因為有人在場影響程度 □ □ □ □ □ □ □	2.受訪者對問題了解程度						
	3.受訪者對問題回答用心程度						
5.本問卷可採信程度	4.受訪者因為有人在場影響程度						
	5.本問卷可採信程度						
訪員簽名: 訪員編號: 審查員:	訪員簽名: 訪員編	號:	審	查員:			